

**ABSTRACT**

A process for manufacturing retroreflective printed material, the process comprising a) providing a composite comprising a temporary support sheet with a layer of microspheres partially embedded in the temporary support sheet such that the surfaces of the microspheres are partially exposed; b) applying a reflecting layer on the microspheres; c) applying a priming layer either on the partially exposed surfaces of the microspheres or on the reflecting layer; d) transferring a printed design layer from a transfer medium with the printed design on the primer layer and separating the transfer medium without the printed design from the printed design layer; e) applying a binder layer on the printed design layer; f) applying a base fabric on the binder layer and separating the temporary support sheet from the layer of microspheres, thereby creating the retroreflective printed material. A retroreflective printed material made according to the process.

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